

**IN THE CLAIMS**

1. (currently amended) A computer program product embodied on one or more computer-readable media having instructions executable by a processor for performing a method of providing product information comprising:

associating a first code with a first characteristic of a product and a second code with a second characteristic of the same product,

storing a first characteristic value associated with the first characteristic and a second characteristic value associated with the second characteristic,

associating ~~an~~the identity of a first entity with at least one of the first or second codes including setting one or more update values indicating whether the first~~an~~ entity is authorized to receive changes relating to the first or second characteristics values associated with the first or second code,

changing at least one of the characteristic values to produce a changed characteristic value,

retrieving the identity of the first entity based on the changed characteristic value,

determining whether the first entity is authorized to be informed of the changed characteristic value ~~updates~~ based on one of the one or more update values, and

sending the changed characteristic value to the first entity based on the determination.

2. (currently amended) The computer program product of claim 1 further including associating ~~an~~the identity of a second entity with the same code as that associated with the first entity, retrieving the identity of the second entity based on the changed value and another of the one or more update values, and sending the changed value to the second entity.

3. (canceled)

4. (currently amended) The computer program product of claim 1 wherein sending the changed characteristic value comprises sending the changed characteristic value by email.

5. (currently amended) The computer program product of claim 4 wherein retrieving the identity of the first entity includes retrieving ~~an~~the electronic address of the first entity.

6. (currently amended) A computer-implemented method of providing information about a product comprising:

providing product data associating information codes to information about a product,

providing destination data correlating the information codes to entities,

storing an entity - data association,

modifying the information about the product,

identifying a first entity based upon the information code associated with the product, the product data, and the destination data,

determining whether the first entity is authorized to be informed of the modified information based on the entity-data association, and

transmitting the modified information about the product to the first entity ~~based on the determination only if~~ the first entity is determined to be authorized to be informed of the modified information.

7. (original) The method of claim 6 wherein the modified information is transmitted over a network and the first entity is a computer on the network.

8. (original) The method of claim 7 wherein the network is the Internet.

9. (original) The methods of claims 1 or 6 wherein the product is a service.

10. (canceled)

11. (canceled)

12. (currently amended) A system of providing product information comprising:

means for associating a first code with a first characteristic of a product and a second code with a second characteristic of the same product,

means for storing a first characteristic value associated with the first characteristic and a second characteristic value associated with the second characteristic,

means for associating the identity of a first vendor with at least one of the first or second codes including setting one or more update values that provide an indication of whether the first vendor is authorized to automatically receive changes to the first or second characteristic values,

means for changing at least one of the first or second characteristic values,

means for retrieving the identity of the first vendor based on the changed characteristic value,

means for determining whether the first entity is authorized to be automatically informed of changes to either the first or second characteristic values~~updates~~ based on one of the one or more update values, and

means for sending the changed characteristic value to the first vendor in response to the determination.

13. (canceled)

14. (previously presented) The system of claim 12 wherein the means for sending the changed value comprises means for sending the value by email.

15. (currently amended) A system for providing product information comprising:

a processor, data and instructions executable by the processor,

the instructions including:

associating a first code with a first characteristic of a product and a second code with a second characteristic of the same product;

storing a first characteristic value associated with the first characteristic and a second characteristic value associated with the second characteristic;

associating ~~an~~the identity of a first entity with at least one of the codes including storing an update value indicating whether the first entity is authorized to automatically receive updates to a characteristic associated with a code;

changing at least one of the characteristic values;

retrieving the identity of the first entity based on the changed characteristic value;

determining whether the first entity is authorized to be informed of changes to the at least one characteristic value~~updates~~ based on one of the one or more update values; and

sending the changed characteristic value to the first entity based on the determination.

16. (original) The system of claim 15 wherein the system comprises a server connected to a network and the first entity comprises another server on the network.

17. (previously presented) The system of claim 15 wherein the system comprises a server connected to a network, the first and second characteristic values are maintained by a seller, and the first entity is a buyer of the product from the seller.

18. (original) The system of claims 12 or 15 wherein the product is a service.